



Healthy Retail Changes

Rancho Market and Produce

Intervention Summary

Our retail objective was to promote health benefits of fruits and vegetables and encourage an increase of fruit and vegetable consumption. This is based on the California Health Interview Survey 2011-12 that calculated only 40.5% of children and 21.5% of adolescents consume fruits and vegetables. Our retail project included five stores, one of which was Rancho Market and Produce. We provided monthly food demos promoting HOTM and store tours for customers interested in learning how to choose healthier foods. Rancho Market made immediate changes as soon as we began working with them 2013.

Description of Barriers Encountered and Identified or Proposed Solutions

The challenges included working with an owner with limited time, a cluttered store with limited space, unhealthy foods at the checkout counter, dirty windows, and lack of sales data. After signing a MOU, the owner immediately cleaned the windows. To establish trust with the owner and staff, we came on a monthly basis and provided a HOTM food demo and taste test. Through regular support, we provided an added value and gained the owner's trust, so he now takes time to talk with us and strategize to continue improving the promotion of healthy foods in his store. Over the course of 2 years, the owner has purchased software and a computer to compute inventory and sales, installed a new refrigerator and filled it with more fruits and vegetables, and rearranged the front so there are more healthy foods by the checkout counter.

Future Directions/Sustainable Success

Possible future projects include the addition of a smart snacking rack in a strategic location within the store, and connection to a local food recovery nonprofit organization. A local food recovery operation has been contacted and a meeting will be scheduled with the store owner. A retail recognition award system will be developed to recognize store owners making positive store changes that will promote healthier purchasing habits.

Contact information about this Narrative

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